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concl* drawing commanding means and the advertisement display
commanding means, respectively.--

REMARKS

Applicant responds to the Official Action of June 4, 2002, as follows.

Claims 1, 4-9, 12-16, and 19-22 remain in the application and claims 1, 9, and 16 have been amended hereby.

Reconsideration is respectfully requested of the rejection of claims 1, 4-9, 12-16, and 19-22 under 35 USC 103(a), as being unpatentable over Dunworth et al.

The present invention recited in independent claims 1, 9, and 16 is intended to provide an improved information displaying system and method wherein:

(I) a map (stored in a first database) corresponding to a geographical location to be displayed is selected by a user by "a user's selecting operation" such as pressing "get map" on a displayed webpage,

(ii) first attribute information associated with business information corresponding to the geographical location is stored in a second database,

(iii) second attribute information corresponding to advertisement data is stored in a third database, and

(iv) an advertisement is displayed with said map automatically without user input after a correspondence between the first attribute information (business type in an area) and the second attribute information (advertisement data) is found.

An advantage of the improved information displaying system according to the present invention is that it enables a webmaster to control the advertisements being displayed independently from the user by adjusting the correspondence between the first and second attributes. That is, the geographical information to be displayed is selected by the user while the advertisements to be displayed are selected by the server.

It is respectfully submitted that Dunworth et al. fails to show or suggest an advertisement being displayed with a map selected by a user after a correspondence between first attribute information (business type in an area) and second attribute information (advertisement data) is found by a correspondence determination section of an advertisement display commanding means.

In Dunworth et al. the user selects a geographical location and then the user is presented with "topical" information associated with the geographical location. See col. 2, lines 41-49.

The topical information can be obtained from a Yellow Pages List Description (YPLD) database, for example. See col. 18, lines 39-54 cited in the Office Action as disclosing first and second attribute information, and Figs. 2B-C, for example.

After the user is presented with topics from the yellow pages, the user can select one from the list and receive further information from the same YPLD database. See Figs. 2-7. As correctly pointed to in the Office Action at paragraph 6, in the system of Dunworth et al. the presentation to the user of "topical" information associated with the geographical location is required. It is submitted that no other alternative system is taught by Dunworth et al.

It is respectfully submitted that the "namekey" function of Dunworth et al. is different than the recited display commanding means wherein a user's operation (pressing "get map" for example) triggers a process to transmit a unique identification code. The unique identification code triggers both processes performed by map drawing command means and advertisement display command means to display a map and an advertisement. In Dunworth et al. the namekey function is merely searching for a geographical location in a database.

It is respectfully submitted that, as noted above, Dunworth et al. at most is teaching that when a user selects a map, "topical" information associated with a business in the

selected geographical area is displayed. The "topical information" is obtained from the Yellow Pages List Description (YPLD) database. Nowhere in Dunworth et al. are shown the first and second attribute information and the advertisement data.

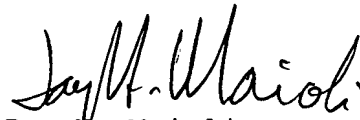
Moreover, nowhere in Dunworth et al. is shown or suggested an advertisement being displayed with a map after a correspondence between the business type in the map area (first attribute) and advertisement data (second attribute) is found.

Accordingly, it is respectfully submitted that independent claims 1, 9, and 16, and the claims depending therefrom, are patentably distinct over Dunworth et al. Favorable reconsideration is earnestly solicited.

Favorable reconsideration is earnestly solicited.

Respectfully submitted,

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VERSION WITH MARKINGS TO SHOW CHANGES MADE
IN THE CLAIMS

Please amend claims 1, 9, and 16 by rewriting same to read as follows.

--1. (Five Times Amended). An information displaying system including a server apparatus and an information displaying apparatus capable of accessing said server apparatus, for displaying information corresponding to a geographical location on said information displaying apparatus, comprising:

information displaying means;

display commanding means pre-assigned with a unique identification code for accepting a user's geographical information selecting operation and outputting a commanding signal to have said information displaying means display the information when the display commanding means is selected by the user's selecting operation;

first data storing means for storing map drawing element data corresponding to a geographic location;

second data storing means for storing said geographic location and for storing first attribute information so that said geographic location and said first attribute information correlate with said identification code, wherein said first attribute information is business related information corresponding to said identification code;

third data storing means for storing advertisement data and second attribute information corresponding to said advertisement data;

map drawing command means for accepting said commanding signal [sent] from said display commanding means selected by the user, for searching a geographic location corresponding to said identification code pre-assigned to said information

displaying means from said second data storing means, searching said map drawing element data corresponding to said searched geographical location from said first data storing means, and controlling said information displaying means to draw map information, corresponding to the geographical information selected by the user, using said searched map drawing element data; and

advertisement display commanding means for accepting said commanding signal sent from said display commanding means, searching an advertisement data from said third data storing means, and controlling the information displaying means to display advertisement information automatically with no input from the user using said searched advertisement data, wherein

said advertisement display commanding means comprises:

a correspondence determination section for determining a correspondence relationship between said first attribute information and said second attribute information; and

an advertisement searching section for determining said second attribute information corresponding to said commanding signal sent from said display commanding means using said determined correspondence relationship, and searching said advertisement data using said determined second attribute information, and wherein

said information displaying means displays both said map information and said advertisement information at said same display screen, said map information and said advertisement information being generated by said map drawing commanding means and said advertisement display commanding means, respectively.

--9. (Five Times Amended) An information providing apparatus including a server apparatus and an information

displaying apparatus capable of accessing said server apparatus, for displaying information corresponding to a geographic location on said information displaying apparatus, the apparatus comprising:

information displaying means;

display commanding means pre-assigned with a unique identification code for accepting a user's geographical information selecting operation and outputting a commanding signal to have said information displaying means display the information when the display commanding means is selected by the user's selecting operation;

first data storing means for storing map drawing element data corresponding to said geographic location;

second data storing means for storing said geographical location and for storing first attribute information, so that said geographical location and said first attribute information correlate with said identification code, wherein said first attribute information is business related information corresponding to said identification code;

third data storing means for storing advertisement data and second attribute information corresponding to said advertisement data;

map drawing commanding means for accepting said commanding signal [sent] from said display commanding means selected by the user, searching said geographic location corresponding to said identification code pre-assigned to said information displaying means from said second data storing means, searching said map drawing element data corresponding to said searched geographical location from said first data storing means, and controlling said information, corresponding to the geographical information selected by the user,

displaying means to draw map information using said searched map drawing element data; and

advertisement display commanding means for accepting said commanding signal sent from said display commanding means, searching an advertisement data from said third data storing means, and controlling the information displaying means to display advertisement information automatically with no input from the user using said searched advertisement data, wherein

said advertisement display commanding means comprises:

a correspondence determination section for determining a correspondence relationship between said first attribute information and said second attribute information; and

an advertisement searching section for determining said second attribute information corresponding to said commanding signal sent from said display commanding means using said determined correspondence relationship, and searching said advertisement data using said determined second attribute information, and wherein

said information displaying means displays both said map information and said advertisement information at said same display screen, said map information and said advertisement information being generated by said map drawing commanding means and said advertisement display commanding means, respectively.

--16. (Five Times Amended) An information providing method for providing information corresponding to a geographical location to a user information displaying apparatus via a network using a server, comprising the steps of:

pre-assigning a display commanding means with a unique identification code, for accepting a user's geographical

information selecting operation and outputting a commanding signal to have said information displaying apparatus display the information when the display commanding means is selected by the user's selecting operation;

storing map drawing element data corresponding to geographical locations in first data storing means;

storing said geographical locations and storing first attribute information in second data storing means so that said geographical location and said first attribute information correlate with said identification code, wherein said first attribute information is business related information corresponding to said identification code;

accepting a commanding signal sent from a display commanding means selected by the user, searching a geographical location corresponding to the identification code pre-assigned to the information displaying means from the second data storing means, searching the map drawing element data corresponding to the searched geographical location from the first data storing means, and controlling the information displaying means to draw map information, corresponding to the geographical information selected by the user, using the searched map drawing element data;

accepting the commanding signal sent from the display commanding means, searching an advertisement data from the third data storing means, and controlling the information displaying apparatus to display advertisement information automatically with no input from the user using the searched advertisement data;

determining a correspondence relationship between the first attribute information and the second attribute information;

determining the second attribute information corresponding to the commanding signal sent from the display commanding means using the determined correspondence relationship in the step of determining a correspondence, and searching the advertisement data using the determined second attribute information; and

displaying both the map information and the advertisement information at a same display screen, the map information and the advertisement information being generated by the map drawing commanding means and the advertisement display commanding means, respectively.--